



# INTERNATIONAL

## CTIA WIRELESS 2012®

A Division of CTIA—The Wireless Association®

# All things mobile period

*New Dates!*

Pre-Conference Events May 7

**Convention & Exposition**

**May 8–10, 2012**

Ernest N. Morial Convention Center  
New Orleans, LA

[WWW.CTIASHOWS.COM](http://www.ctiashows.com)

## Guarantee results as the industry grows...

As wireless technology continues to evolve, International CTIA WIRELESS® 2012 is your gateway to explore the latest trends and innovations impacting our future.

Established as the premier wireless marketplace, International CTIA WIRELESS® 2012 provides an ideal platform to exhibit, showcase and demonstrate your latest product offerings to a global audience. International CTIA WIRELESS® 2012 is THE event to communicate your message to the wireless, telecom and broadband industries as well as the key vertical markets engaging in mobile. Gather alongside service providers, manufacturers, developers, retailers and the media, and join in the dialogue to stake your claim in the growing wireless industry.

### KEY SHOW STATS:

The International CTIA WIRELESS show is the premier wireless event representing a \$1 trillion global marketplace that brings together every component of the wireless, broadband and convergence ecosystem. International CTIA WIRELESS reinvents itself every year to truly reflect the dynamism of the explosive growth in wireless.

- Drawing more than 40,000 qualified attendees every year
- Occupying more than 300,000 sq. ft. of exhibit space
- Hosting over 1,000 exhibitors
- Attracting more than 1,000 media and analysts worldwide
- Offering top-level speakers and the most comprehensive educational programming in the industry

### TOP 5 BUSINESS CATEGORIES IN ATTENDANCE FROM 2011:

- Applications Developers
- Dealers, Distributors, Resellers & VARs
- Enterprise, Corporate & Vertical Market Users
- Wireless Service Providers & Operators

### WHO SHOULD EXHIBIT?

#### PROVIDERS AND MANUFACTURERS OF:

- LTE/4G Infrastructure, Network Equipment, Towers etc.
- Carrier, Operator and Network Services
- Enterprise and Vertical Market Solutions
- Devices, Handsets, Mobile CE Products, Accessories and Modules
- Apps, Content, Software, Social Platforms etc.

### EXHIBIT SPACE RATES

CTIA Member: \$30 per square foot

Non-Member: \$40 per square foot

\*Rates are for raw space plus an allocation of exhibitor badges. Separate corner charge of \$350/open corner.

**Ask About our Pavilion Packages & Rates!**

Contact the CTIA Sales Team at  
[conventionsales@ctia.org](mailto:conventionsales@ctia.org) or  
**(202)736-3895.**

**CTIA**  
The Wireless Association®

## EXHIBITORS

For 27 years, International CTIA WIRELESS has been THE global marketplace for all things wireless. Exhibitors overwhelmingly agree the top reasons that they exhibit at International CTIA WIRELESS are:

- The show ranks #1 above leading domestic and international tradeshows and is the most important technology event of the year
- Provides an undeniable return on investment each year
- Offers excellent conference programming and conveys cutting-edge information covering the entire ecosystem

The majority of those surveyed by a leading wireless industry publication indicated they would choose International CTIA WIRELESS if they had to choose ONLY ONE EVENT to attend.

## ATTENDEES

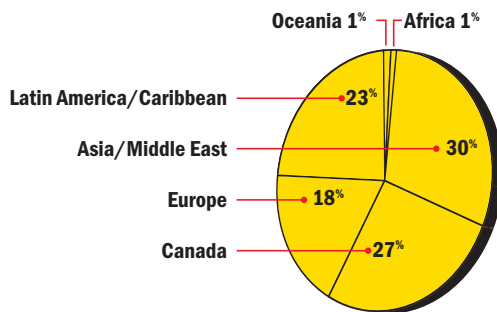
### KEY ATTENDEE FACTS:

- 95% are C-Level Executives and senior management, comprising 81% of all 2011 registrants with purchasing power.
- Most sought after product categories: 2.5G/3G, 4G, Accessories, Batteries, Handsets/Smartphones, Mobile Content & Entertainment, WiMax/LTE, and Wireless Services.

International CTIA WIRELESS continues to represent a global marketplace by bringing buyers and sellers from over 125 countries around the world. With the continued endorsement of the U.S. Department of Commerce, international participation grows every year.

### International CTIA WIRELESS 2011 International Registrants by World Regions

(Statistics Based on the 15% of Total Which Were International Registrants)  
108 countries were represented at International CTIA WIRELESS 2011.



## SHOW FLOOR HIGHLIGHTS & PAVILIONS IN 2012:

### CORPORATE PHILANTHROPY PAVILION

### EMERGING TECHNOLOGY ZONE

Cloud Computing, CTIA World, Launch Pad, mCommerce, Mobile Apps Pavilion, Telecom Council Innovation Showcase, Wireless Health

### INTERNATIONAL PAVILIONS FROM THE FOLLOWING COUNTRIES:

Canada, China, Germany, Ireland, Israel, Korea, Spain, Taiwan, & the United Kingdom

### RETAIL ZONE

Accessories, iAccessories, gsm.Exchange, Retail China

### TECHNOLOGY PAVILIONS

M2M Zone, Mobile Backhaul, RF/Microwave, Testing Solutions, Tower Technology Summit

## MEDIA COVERAGE



InformationWeek



Wireless...

The International CTIA WIRELESS show attracts 1,000+ reporters and analysts. Notable media organizations such as the Associated Press, Bloomberg, *BusinessWeek*, CBS, CNBC, CNET, CNN, Dow Jones, Engadget, *eWEEK*, FierceMarkets, *Financial Times*, *Forbes*, *Fortune*, GigaOM, Gizmodo, *Information Week*, *LAPTOP*, *Light Reading*, *The New York Times*, *PC Magazine*, PhoneScoop, Reuters, SlashGear, TechCrunch, TWICE, *USA Today*, *WIRED*, *Wireless Week* and *The Wall Street Journal* rely on International CTIA WIRELESS for breaking news on the mobile industry. And each year, the show provides an outstanding platform for industry titans and new players alike to launch **new products, share corporate news and build buzz.**

## PRESS

"CTIA is the main event for cutting-edge technologies of the wireless world. We look forward to returning to this pre-eminent show and providing our viewers with a close-up look at the high-stakes battle for consumer loyalty in this \$1 trillion market."

– CNBC Business News

"Joining a cast of thousands, technophiles last week gathered in Las Vegas for CTIA's 2010 convention marking the show's 25th anniversary. What better way to celebrate than showcasing an inspiring display of innovation fueled by a global industry still in its infancy." – *The Huffington Post*

"As the biggest tech show focused on mobile and wireless technology in the U.S., CTIA Wireless 2010 showed that innovation is still very much alive and well." – *LAPTOP*

"CTIA has traditionally served as a showcase for device manufacturers to show off their newest and best wares, and this year is no different." – *cio*

## TOWER TECHNOLOGY SUMMIT



www.TowerSummit.com

Tower Technology Summit is THE largest pavilion on the International CTIA WIRELESS® 2012 exhibit floor. We are the primary destination for those in the wireless infrastructure community. If you are planning on exhibiting at CTIA and want to make sure that your booth is found by service providers, network engineers, RF engineers, site development pros, zoning and permitting firms, tower owners and aggregators, and suppliers of hardware, software and services – then you need to be exhibiting in the Tower Summit pavilion. If your business interests and professional expertise are focused on the infrastructure – solutions, services and people – that drive technical innovation in the wireless industry, the Tower Technology Summit is for you. The Tower Summit conference sessions provide targeted education to the infrastructure community with in-depth discussions of backhaul, DAS, tower financing, site acquisition, the regulatory landscape and more. For exhibit and sponsorship opportunities **contact:** [eventsales@lightreading.com](mailto:eventsales@lightreading.com)